

new media new politics?

the role of the message in politics 2.0

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Agenda

- Introduction
- History of spin
- Changing media
- Campaign planning
- Recap

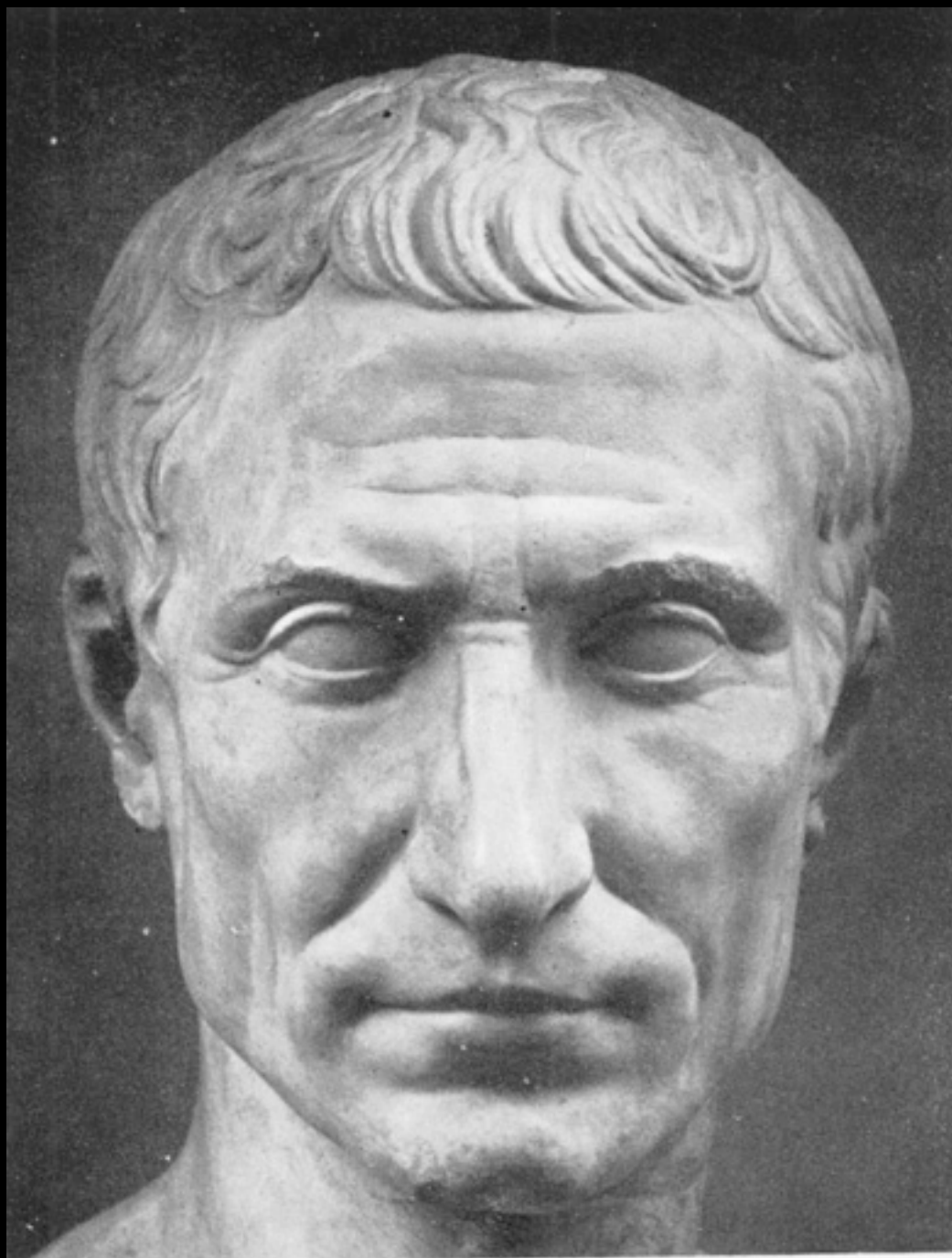
What is PR?



Public relations (PR) is the practice of managing the flow of information between an organization and its publics.^[1] Public relations - often referred to as PR - gains an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment.

Because public relations places exposure in credible third-party outlets, it offers a third-party legitimacy that advertising does not have. Common activities include speaking at conferences, working with the press, and employee communication.

earned media



history of spin





NOW...Scientific Evidence on Effects of Smoking!

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

MUCH Milder
CHESTERFIELD
IS BEST FOR YOU

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**First and Only Premium Quality
Cigarette in Both Regular and
King-Size**



CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER
PRICE THAN ANY OTHER KING-SIZE CIGARETTE

changing media

- Right task for the tool or right tool for the task?



talk about Rove approach
talk about plouffe

right tool for the task wins

campaign planning

(or how to get the message out)



the guy on the right used spin
to make the guy on the left president



master communicator?



the master: david plouffe

the way you do it

- objective
- goals
- audience
- key messages
- strategy
- tactics
- measurement

so, what do you think?